

susan sw@eney.com

# 60 Tips in 60 Minutes





# Formula for Online Success

$$\begin{aligned} &\text{Right E-business model} \\ &+ \\ &\text{Properly designed/developed web site} \\ &+ \\ &\text{Targeted traffic} \\ &= \\ &\text{E-business Success} \end{aligned}$$



# 1. Design your web site around your objectives

- Advertising/Promotion
- Increasing Reservations
- Providing customer service or support
- Reinforcing brand image
- Search Engine Friendliness
- Repeat Traffic
- Viral Marketing
- Permission Marketing



# Web Site Objectives

- If you don't clearly articulate ALL your objectives and provide them to the web development team it is IMPOSSIBLE for them to build a Web site to achieve your objectives!!!



## 2. Design Your Web Site For Your Target Markets

- Your customers and potential customers
  - Family
  - Golfer
  - Senior
  - Heritage and Culture
  - Outdoor enthusiast
- The media
- Groups, Meetings
- Existing and potential customers
- Others???



### 3. Identify the Needs/Wants/Expectations

- What do they need/want to be able to make their decision or at least include you in the running?
- How do they want that information?
- How can you exceed their expectations?
- What can you provide as “wow” factor?



# When developing your site

4. Regularly check your online competition to make sure you're staying ahead of the pack
5. Use an online copywriter to make sure your copy is “scannable”, grabs the readers attention and gets them to take the action you want them to take



# When developing your site

6. Make sure your online and offline corporate ID is consistent
7. Do focus testing with each of your target markets for feedback on your site content, navigability, “wow” factor





# Content

8. You don't get a second chance to make a first impression.

– Do you have professional graphic design?



# Content

9. Do you have consistent  
-layout?  
-font ?

10. Check for typos or grammatical errors?  
– NetMechanic.com

# NetMechanic.com

HTML code checker - webmaster tools check html tags, links, spelling - NetMechanic. - Windows Internet Explorer

http://www.netmechanic.com/products/maintain.shtml

File Edit View Favorites Tools Help

Google mortgage blog Go 0 blocked Check AutoLink AutoFill Send to mortgage Settings

Hyatt Regency DFW HTML code checker - web...

**KEYNOTE**  
**NetMechanic**  
*It's as Easy as 1-2-3*

About Us Products Tips Login/Help Site Map Home

  
**EVALUATE YOUR SITE**

**1 EVALUATE**  
Expand your customer base with **HTML Toolbox**. Ensure continuous availability and quality service for online customers. And, keep the lines open for those search engine spiders.

**2 OPTIMIZE**  
Optimize your site with **Search Engine Power Pack** to help choose the right keywords; generate correct titles & Meta tags; improve search engine ranking pages.  
[More...](#)


**3 MONITOR**  
**Monitor** your website's performance every 15 minutes, 24/7, to make sure the server is up and customers continually have easy access to your site.  
[More...](#)

**Webmaster Tips**  
How does your site look in Firefox? You'd better find out! [More...](#)

**Tips Newsletter**  
Sign up today & receive hot Webmaster Tips!

☒ HTML ☐ Plain Text

 **Try it**

 **Buy it**

"Lots of tools will point out the errors in html code, but only **HTML Toolbox** will actually fix them for you! I have found HTML Toolbox to be a fast, easy, and risk-free way to ensure that my pages will look good in any browser"

Greg Crowther  
CoHO Realty and

HTML Check & Repair  
Automatically find and repair **HTML code errors** with one quick click.  
**HTML Check & Repair:** discovers bad HTML tags and syntax that prevents browsers from processing your HTML -- and prevents visitors - both humans and

start SnagIt 2 Messe... HTML code... Wireless N... 3 Microso... 3 Microso... Internet 100% 11:05 PM

susan sw@eney.com



# Web Site Interactivity

11. Use “Calls to Action” effectively!

12. Stay away from “ad copy”



# Web Site Interactivity

13. Have your contact information on every page
14. Test that all e-mails responded to within 24 hours



# Web Site Interface

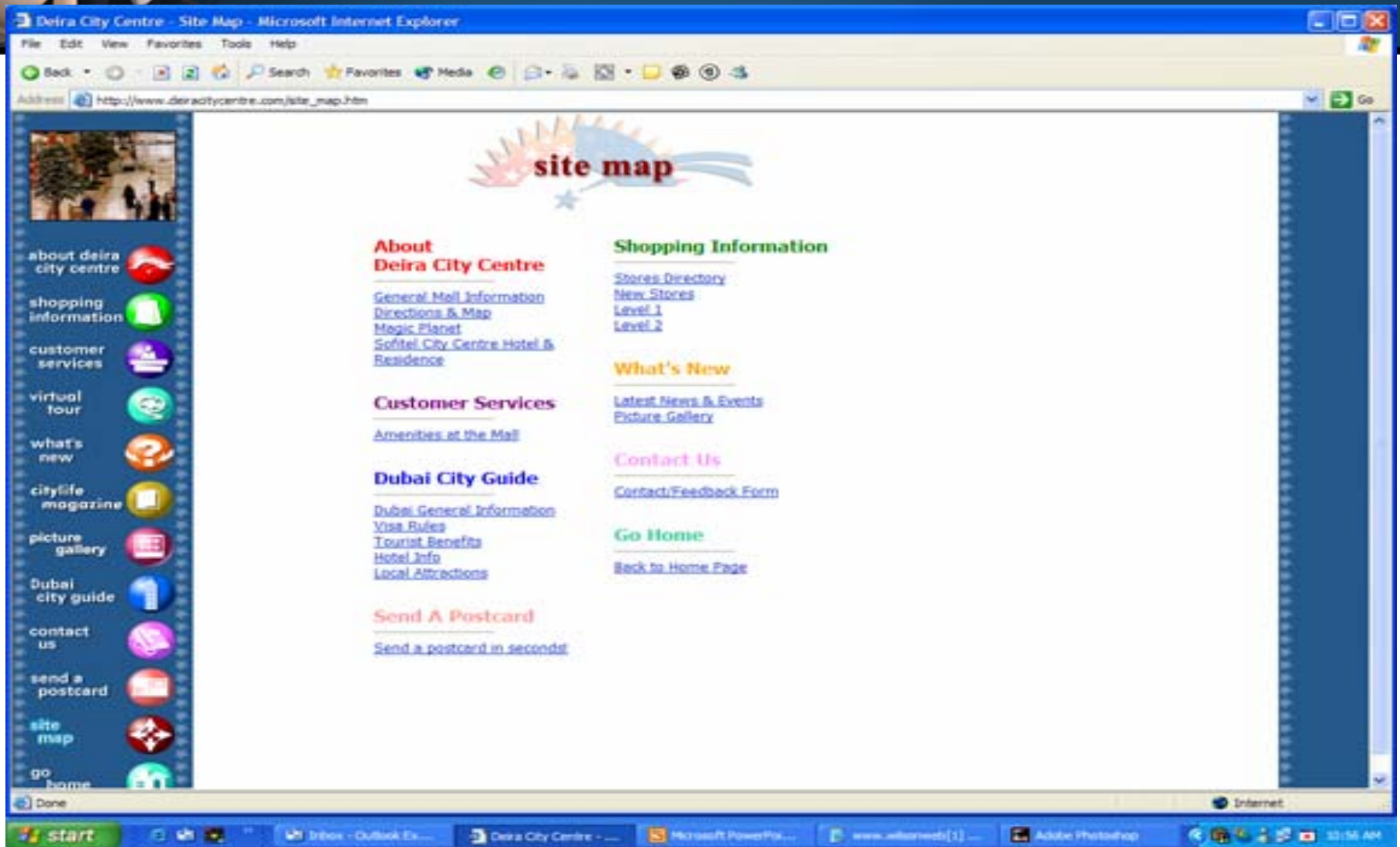
15. Ensure that your site is text-only navigation capable
- Do you have text based navigation at the bottom of every page?
  - Alt tags?



# Web Site Interface

16. Is the visitor always no more than 2-3 clicks away from the information they are looking for?
17. Does your site have a Site Map?
  - Cuts down on clicks
  - ease of navigation
  - search engine impact

# Site Map







# Web Site Mechanics

18. Ensure that your content prints properly.

- Truncation
- Colors



# Web Site Mechanics

19. Ensure your site cross-platform compliant
  - Mac/PC
  
20. Ensure your site cross-browser compliant
  - NetMechanic.com



# Web Site Mechanics

21. Check your site under different screen resolutions



# Web Site Mechanics

22. Does you site load in 8 seconds or less?

- ISDN/Cable/High speed?

Does your site load in 15 seconds or less?

- Dial up connection



## 23. Copy – Focus on TOT The One Thing



# Web Site Mechanics

24 How high does your site rank in terms of Link Popularity?

– [www.linkpopularity.com](http://www.linkpopularity.com)



# Content

## 25. Don't have:

- distracting backgrounds or scrolling marquees
- distracting sounds?

## 26. Include everything your potential customer needs to make the buying decision while on your site



# Content

27. Does your site leave the impression of being frequently updated?

- What's New
- This weeks tip
- Today's weather





# Content

28. Have you provided a reason to return?

- Incorporate repeat traffic generators.
- Calls to Action



# Repeat Traffic Generators

- The more often someone visits your site:
  - the more your brand is reinforced
  - the more they feel a part of your community
  - the more likely they are to give permission
  - the more likely they are to tell others
  - the more they know you and trust you
- The more likely you will be “first of mind”




# Repeat Traffic Generators

- Latest Rates
- Contests and Giveaways
- Specials, Promotions, Deals
- Coupons
- Newsletter/Mail List
- Tip of the Day/Week/Month
- Articles
- What's New



# Content – Repeat Traffic

29. For each repeat traffic generator
- tell people how often you update
  - give them a call to action
    - keep checking back
    - Bookmark this site now!




# Content – Repeat Traffic

30. For each repeat traffic generator incorporate permission marketing
- make it easy
  - ask for email and first name as minimum for personalization
  - e-Club for umbrella permission
  - this is your target market – don't let them get away without giving permission!



# Content – Permission Marketing

- 31. With permission marketing - Sell the sizzle
- 32. Post your privacy policy wherever you ask permission
- 33. Have an archive on your site



# Content – Permission Marketing

34. Automate the permission marketing process - Integrate your mail list software with your web site



# Content – Permission Marketing

35. Use smart mail list software that:
- Handles subscribes and unsubscribe automatically
  - Provides reports on bounces, opened, action taken
  - Has a built in spam checker



# Never send marketing email without spam check

Professional Cart Solutions: Marketing >> Send a Broadcast Email - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Google Search Web PageRank 2014 blocked AutoFill Options

Address https://www.mcssl.com/netcart/login/frmDefault.asp Go

Professional Cart Solutions™  
One relationship, many solutions.

Your Orders Home Support Logout

Orders  
Products  
Manage Clients  
Autoresponders  
Broadcasting

Manage Broadcasts  
Newsletters  
Advanced Tracking  
Job Status

Affiliates  
Ad Tracker  
Custom Forms  
Popups  
Cart Setup  
Your Account  
Earn Cash

Tutorials

Send a Broadcast Email: Choose Recipients

Spam Checker - Microsoft Internet Explorer

**Message Score: 5**

0 5 10  
SpamAssassin™ Rating

**Not Spam**  
This email is really looking like spam and will probably not reach recipient. Make edits and rerun though evaluator

**Spam**

**Trigger Phrases:**  
2.9 - Bulk email software fingerprint (IMktg) found in headers  
0.1 - BODY: HTML has "tbody" tag  
0.1 - BODY: HTML font color not within safe 6x6x6 palette  
0.1 - BODY: HTML included in message  
1.1 - BODY: Message is 40% to 50% HTML  
0.1 - BODY: HTML link text says "click here"  
0.5 - BODY: HTML has very strong "shouting" markup  
0.1 - Asks you to click below  
5

When to Send ☒ Immediate  
From Name Susan  
From Email susan@mcssl.com  
Subject Susan's Newsletter  
Format: ☐ Text ☐ HTML

HTML Message Body (NOTE: Please enter me...)  
<html>

Merge Insert Menu  
(click or just type the...)  
<\$email\$>  
<\$firstname\$>  
<\$lastname\$>  
<\$name\$>  
<\$company\$>  
<\$homephone\$>  
<\$workphone\$>  
<\$address1\$>  
<\$address2\$>  
<\$city\$>

Help with broadcast fields

start | Inboxes - Microsoft Out... | 3 Microsoft Office P... | Professional Cart Sol... | Spam Checker - Micro... | Internet | 1:29 PM



# Content – Permission Marketing

36. Use smart mail list software that:

- Allows you to automatically build a profile of everyone in your database



# Content – Viral Marketing

37. For each repeat traffic generator incorporate viral marketing
- make it easy
  - your visitors hang out with like minded people



# Content

38. Are you using your landing pages effectively?

39. Is everything on your site there for a reason?

# 40. Be available 24/7

## www.patlive.com/signup/ssc



Automated & Live Telephone Answering Services - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites RSS Print Mail News Groups Feeds

Address <http://www.patlive.com/> Go

Google G Go Bookmarks PageRank 87 blocked Check AutoLink AutoFill Settings



*Automated & Live Telephone Answering Services Since 1990*

Home / About PAT **1.800.775.7790**

- Auto Attendant
- Live Operator
- Automated Services
- Virtual Fax
- Custom IVR
- FAQ
- Free Report
- Sign up Today!
- Log on to Account
- Partnerships
- Contact PATLive
- About PATLive

### Enhance Your Image. Communicate More Effectively.

In today's global economy, businesses need every advantage to remain competitive: 24/7 service, immediate attention to customers, and flawless interaction between employees. PATLive keeps you connected to customers and associates around the clock. Our [live operators](#) manage calls in a courteous and professional manner. Our [auto attendant](#) ensures that callers always reach you, that clients hear about your business and products, and that customers are always satisfied.

Auto Attendant	Live Operator	Virtual Fax
<ul style="list-style-type: none"><li>▶ One number integrates your office and employees</li><li>▶ Transfers calls, sends and receives faxes, answers FAQ</li><li>▶ Voicemail, faxing, call routing for each employee</li><li>▶ 10 IVR menu options</li></ul>	<ul style="list-style-type: none"><li>▶ More cost-effective than a receptionist</li><li>▶ Average call response time is 12 seconds</li><li>▶ Works with any PATLive automated service</li><li>▶ Scripts customized for your business</li><li>▶ 24/7 customer service</li></ul>	<ul style="list-style-type: none"><li>▶ Receive and save faxes to your computer</li><li>▶ Saves time; prevents expense and hassle</li><li>▶ An 800 number: others fax you free of charge</li><li>▶ All fax transactions made online</li><li>▶ Faxes sent to email</li></ul>

[Learn More](#)

Done Internet

start S.. 6 N.. N.. 2 5 A.. Norton 9:38 AM

susan sw@eney.com



# 41. Design Your Site to be Search Engine Friendly

- Search engines are looking for Keywords in
  - Domain name
  - Page titles
  - Page text at beginning, middle and end
  - Keyword meta tags
  - Description meta tags
  - Comments tag
  - Alt tags
  - Headers
- Link Popularity



# Search Engines and Directory Submissions

42. Register your site with the search engines, directories and crawlers
- Search engine “bots”
    - Add your URL
  - Directory submissions
    - Complete online form
  - Spiders and crawlers
    - Add your URL



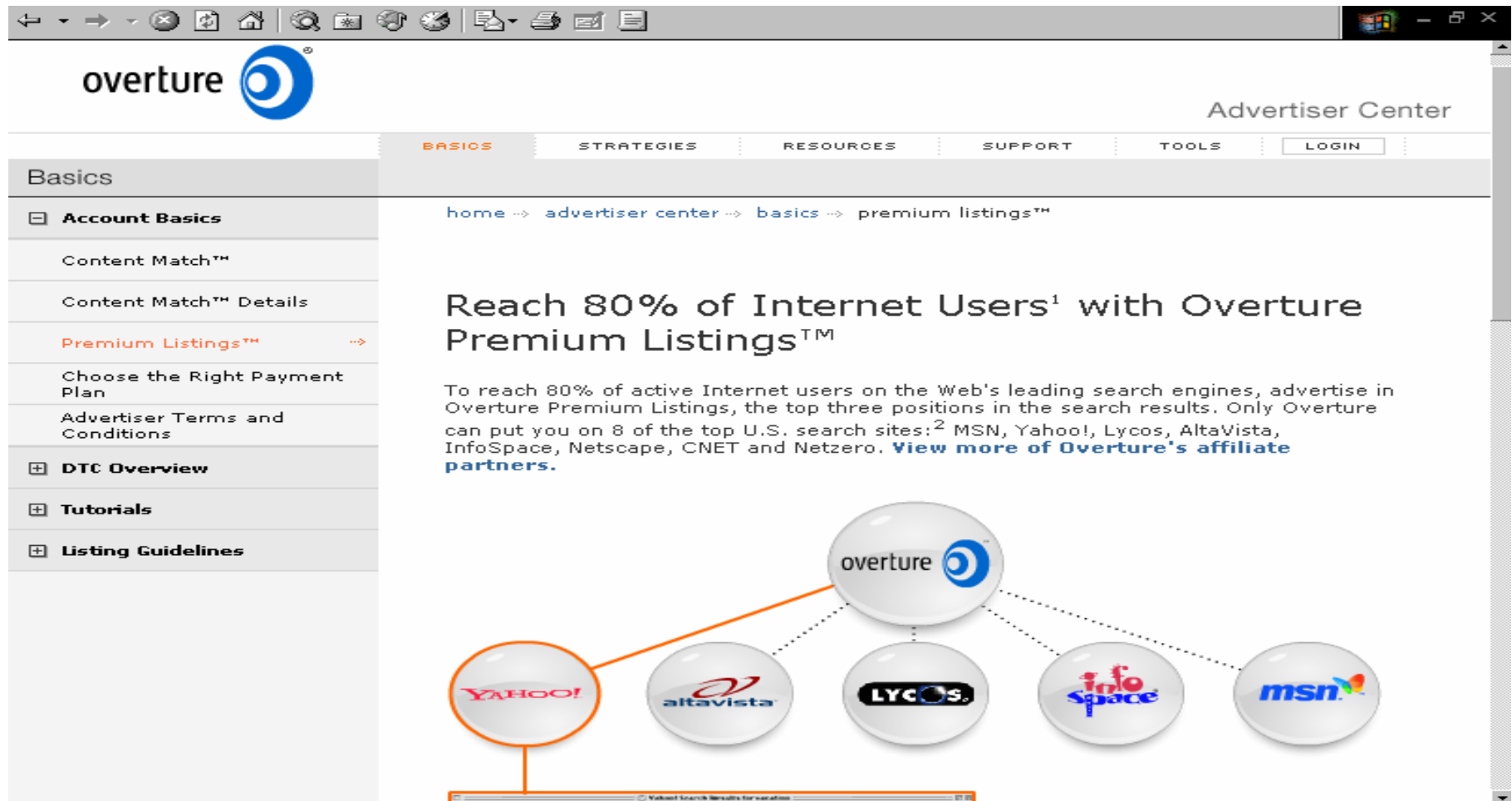


# Search Engines –Pay to Play

43. Take advantage of the pay-to-play opportunities with Yahoo!SearchMarketing and GoogleAdWords
- provides the top 3 listings to many other search engines



# Search Engines Pay to Play



The screenshot shows a web browser window displaying the Overture Advertiser Center. The browser's address bar shows the URL <http://www.overture.com>. The Overture logo is in the top left corner, and the text "Advertiser Center" is in the top right. A navigation bar contains links for **BASICS**, STRATEGIES, RESOURCES, SUPPORT, TOOLS, and a LOGIN button. A left sidebar lists various sections: Basics, Account Basics, Content Match™, Content Match™ Details, Premium Listings™ (highlighted with an orange arrow), Choose the Right Payment Plan, Advertiser Terms and Conditions, DTC Overview, Tutorials, and Listing Guidelines. The main content area shows a breadcrumb trail: [home](#) → [advertiser center](#) → [basics](#) → [premium listings™](#). The heading is "Reach 80% of Internet Users<sup>1</sup> with Overture Premium Listings™". Below this, a paragraph states: "To reach 80% of active Internet users on the Web's leading search engines, advertise in Overture Premium Listings, the top three positions in the search results. Only Overture can put you on 8 of the top U.S. search sites:<sup>2</sup> MSN, Yahoo!, Lycos, AltaVista, InfoSpace, Netscape, CNET and Netzero. [View more of Overture's affiliate partners.](#)" A diagram below the text shows the Overture logo at the top, connected by dotted lines to five search engine logos: Yahoo!, AltaVista, Lycos, InfoSpace, and MSN. The Yahoo! logo is highlighted with an orange circle and an orange line extending downwards to a browser window showing "Yahoo! Search Results for vacation".

overture

Advertiser Center

**BASICS** STRATEGIES RESOURCES SUPPORT TOOLS LOGIN

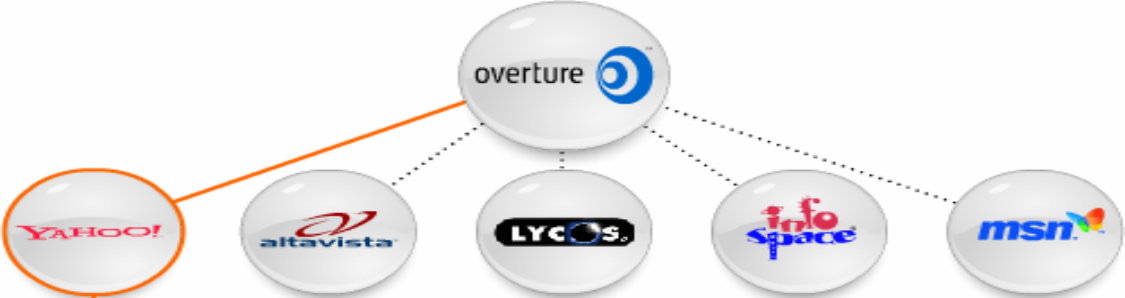
Basics

- Account Basics
  - Content Match™
  - Content Match™ Details
  - Premium Listings™** →
  - Choose the Right Payment Plan
  - Advertiser Terms and Conditions
- DTC Overview
- Tutorials
- Listing Guidelines

home → advertiser center → basics → premium listings™

## Reach 80% of Internet Users<sup>1</sup> with Overture Premium Listings™

To reach 80% of active Internet users on the Web's leading search engines, advertise in Overture Premium Listings, the top three positions in the search results. Only Overture can put you on 8 of the top U.S. search sites:<sup>2</sup> MSN, Yahoo!, Lycos, AltaVista, InfoSpace, Netscape, CNET and Netzero. [View more of Overture's affiliate partners.](#)



overture

YAHOO!

altavista

LYCOS

info space

msn

Yahoo! Search Results for vacation



## 44. Have Great Content

- Virtual Tour
- Suggested Itinerary
- Videos
- Podcasts
- Webcam
- Interactive Maps
- Testimonials (with pics and audio)



# 45. Ensure Stickiness

- Calls to action
- Links to other pages
- Graphic design and icons
- Create flow



# 46 Include Interactive Elements

- Podcasts
- Package Builder
- Vacation Planner
- Video
- Contest



# Generate Traffic

47. Develop an appropriate Internet marketing strategy based on
- Your objectives
  - Your target market
  - Your products/services



# Signature Files

48. Develop an appropriate signature file to be included with every email

49. Use `http://` before your `www` to make it a hypertext link



# Sample Signature Files

---

Susan Sweeney, CA, CSP

VerblInteractive Inc.

75 Brentwood Drive, Bedford, NS B4A 3S2

EMail: [susan@susansweeney.com](mailto:susan@susansweeney.com)

URL: <http://www.susansweeney.com>

Tel: 902-468-2578 Fax 902-468-0380

Register for our Internet Marketing Bootcamps Today!

**susan sw@eney.com**



# Signature Files

50. Select “always include” in the options

51. Have a corporate policy and person responsible for sig files and tag lines





# Signature Files

52. Advertise when advertising isn't allowed by putting a tag line in your signature file

- newsgroups
- Mail lists



# E-mail Marketing

53. Be careful when you send your marketing e-mail

- Never late in the day
- Never on Friday
- 1pm-2pm best time



# E-mail Marketing

- 54. Use HTML for marketing e-mails
- 55. Don't send unsolicited attachments
- 56. Develop a FAQ document



# E-mail Marketing

57. Use auto-responders

58. Get listed on all appropriate meta-indexes and directories.



# 59. Testimonials

- Seen as 3rd party, unbiased recommendation
- Pictures and audio make a difference
- Pictures encourage viral marketing



# Traffic Building

60. Find sites that have your target market as traffic and get in front of it



# Web Traffic Analysis

61. Use web traffic analysis to let you know what's working and what's not



# Standard Reports

- Visitors Per Day
- Requested Pages
- Entry/Exit Pages
- Bounce Report
- Length of page view/visitor session
- Referrals
- Search Reports





4.3%

8.8%

0.7%

1.5%

## RATES &amp; RESERVATIONS

3.8%

Arrival Date

29 Mar 2006

4.3%

Departure Date

30 Mar 2006

4.3%

View Available Rooms

[JavaScript](#)  
[Modify](#) [Cancel Reservation](#)

JavaScript

Wednesday, March 29, 2006

## photos &amp; video tour

22%

dining

2.6%

## services &amp; amenities

6.2%

## location &amp; directions

5.8%

## our reviews

1.6%

## things to see and do

1.7%

## credit card certificates

External

## locations

3.8%

 join our email list for hotel  
 promotions and upcoming  
 events. [join now](#)

0.1%

Share this page

## our suites

## Quality Toronto Hotel Suites

Cambridge Suites is top rated among hotels in Toronto for our quality in service and luxury accommodations. Our suites are both spacious & elegant, and offer such amenities as a complimentary continental breakfast & morning newspaper delivery.

## Deluxe Suites

Each of our two-room suites feature a large bedroom with private dressing area, a spacious living room and a comfortable work area.

The entertainment bar features a microwave, refrigerator, coffee maker and mini-bar, which offer a wide range of snack items in addition to alcoholic beverages.



## Page Analysis

All dates

Tuesday, January 31, 2006 - Tuesday, February 28, 2006

## Visitors that see this page

This page has the 3rd highest number of visitors.  
 Each visitor may see the page more than once.

18.9% (2523 / 13323)

## Average time at this page

77 seconds

## Average time to this page

126 seconds

## Visitors entered at this page

This page is the 4th most common entry page.

2.6% (347 / 13323)

## Exits from this page (as % of page views)

33.4% (1039 / 3115)

## Top Search Keywords

toronto suites	6
toronto hotel suites	6
cambridge suites	4



## Campaign Report

Tuesday, April 18, 2006 - Thursday, April 20, 2006

Custom: Apr 18 - Apr 20

☐ Display in groups

Name	Description	#clicks ▾	CPC	Tot. cost	#purchases	Revenue	Conversion	ROAS	CPO
House List - Launch		1444	\$0.46	\$660.00	345	\$15180.00	23.9%	\$23.00	\$1.91
Coupon [2]									
Other visitors		7250			595	\$26180.00	8.2%		

All dates

☒ Display in groups



Click Fraud Report

Name	Description	#clicks	CPC	Tot. cost	#purchases	Revenue	Conversion	ROAS	CPO
Email campaigns		14928	\$0.38	\$5654.00	4167	\$183348.00	27.9%	\$32.43	\$1.36
eTurbo - July 4th Promo		125	\$7.96	\$995.00	5	\$220.00	4.0%	\$0.22	\$199.00
source=summerpromo2		125	\$0.00	\$0.00	5	\$220.00	4.0%	-	\$0.00
eTurbo List Rental - Launch Coupon		1091	\$0.64	\$699.00	13	\$572.00	1.2%	\$0.82	\$53.77
source=widelaunch [?]		1091	\$0.00	\$0.00	13	\$572.00	1.2%	-	\$0.00
House List - Launch Coupon		2987	\$0.22	\$660.00	861	\$37884.00	28.8%	\$57.40	\$0.77
source=launchpromo [?]		2987	\$0.00	\$0.00	861	\$37884.00	28.8%	-	\$0.00
House List - Launch Reminder Promo		2422	\$0.27	\$660.00	739	\$32516.00	30.5%	\$49.27	\$0.89
source=launchreminder		2422	\$0.00	\$0.00	739	\$32516.00	30.5%	-	\$0.00
House List - Summer Promo (USA Today)		2583	\$0.26	\$660.00	811	\$35684.00	31.4%	\$54.07	\$0.81
source=summerpromo		2583	\$0.00	\$0.00	811	\$35684.00	31.4%	-	\$0.00
House List: July 4th Promo		1789	\$0.37	\$660.00	619	\$27236.00	34.6%	\$41.27	\$1.07
source=summerpromo2		1789	\$0.00	\$0.00	619	\$27236.00	34.6%	-	\$0.00
Houst List - End of Summer Promo		2603	\$0.25	\$660.00	746	\$32824.00	28.7%	\$49.73	\$0.88
source=summerpromoz		2603	\$0.00	\$0.00	746	\$32824.00	28.7%	-	\$0.00
JaxFax Banner Ad (Summer 06)		54	\$0.00	\$0.00	0	\$0.00	0.0%	-	-
source=jaxfax1 [?]		54	\$0.00	\$0.00	0	\$0.00	0.0%	-	-
Midway's Super Summer Sizzler		1274	\$0.52	\$660.00	373	\$16412.00	29.3%	\$24.87	\$1.77
source=midwaynewrate		1274	\$0.00	\$0.00	373	\$16412.00	29.3%	-	\$0.00
Search engines		90657	\$0.40	\$36120.34	4370	\$192280.00	4.8%	\$5.32	\$8.27
Google		90657	\$0.40	\$36120.34	4370	\$192280.00	4.8%	\$5.32	\$8.27
1st Class		0	-	\$0.00	0	\$0.00	- %	-	-
1st Class		0	-	\$0.00	0	\$0.00	- %	-	-
Google 9 [?]	indianapolis airport long term par	0	-	\$0.00	0	\$0.00	- %	-	-
1stClass [IND]		8612	\$0.33	\$2841.96	578	\$25432.00	6.7%	\$8.95	\$4.92
1st Class		8612	\$0.33	\$2841.96	578	\$25432.00	6.7%	\$8.95	\$4.92
Google 24 [?]	indianapolis airport long term par	8612	\$0.33	\$2841.96	578	\$25432.00	6.7%	\$8.95	\$4.92
Albany		3469	\$0.25	\$862.75	246	\$10824.00	7.1%	\$12.55	\$3.51
Albany		0	-	\$0.00	0	\$0.00	- %	-	-
Google 10 [?]	airport ny parking albany, albany	0	-	\$0.00	0	\$0.00	- %	-	-
Albany - Airport Terms		3451	\$0.25	\$862.75	246	\$10824.00	7.1%	\$12.55	\$3.51
Google 14 [?]	albany airport shuttle, airport shu	3451	\$0.25	\$862.75	246	\$10824.00	7.1%	\$12.55	\$3.51
Albany - Coupons and		18	\$0.00	\$0.00	0	\$0.00	0.0%	-	-



susan sw@eney.com

# FAQ

.....

60 Tips in  
60 Minutes

